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ABSTRACT OF THE DISCLOSURE

10 Relates to a portable terminal, and particularly
provides a terminal that achieves a reduction in
unnecessary power consumption in an LCD display unit held
in a mobile communication portable terminal. A power
reducing apparatus for the portable terminal equipped
15 with a display unit is structured by: a DC/DC converter
for supplying power to the display unit; a frequency
switching unit for selectively switching and supplying
one of a plurality of switching clock frequencies to the
DC/DC converter; and a display mode detecting unit for
20 detecting that the display unit has been switched to a
predetermined low-power consumption mode, determining one
of the plurality of switching clock frequencies according
to power consumption reduced in the predetermined low-
power consumption mode based on this detection, and
25 instructing the frequency switching unit to execute this
selective switching.

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